



**Faculty of Language Studies and Communication Studies**

**ENDORSEMENT POWER: A MULTIMODAL ANALYSIS ON KOREAN  
BEAUTY PRODUCT ADVERTISEMENTS IN MALAYSIA**

**June Liaw Pei Hua**

**Bachelor of Arts with Honours (Linguistics)  
2017**

**ENDORSEMENT POWER: A MULTIMODAL ANALYSIS ON KOREAN  
BEAUTY PRODUCT ADVERTISEMENTS IN MALAYSIA**

by

**JUNE LIAW PEI HUA  
(47129)**

This final year project is submitted in partial fulfilment of the requirements for the  
Degree of Bachelor of Arts with Honours (Linguistics),  
Faculty of Language Studies and Communication Studies,  
Universiti Malaysia Sarawak

2017



## UNIVERSITI MALAYSIA SARAWAK

Grade: \_\_\_\_\_

Please tick (✓)

Final Year Project	✓
Masters	
PhD	

### DECLARATION OF ORIGINAL WORK

This declaration is made on 31 of MAY 2017

#### Student's declaration:

I, JUNE LIAW PEI HUA, 47129, FACULTY OF LANGUAGE STUDIES AND COMMUNICATION STUDIES hereby declare that the work entitled 'Endorsement Power: A Multimodal Analysis on Korean Beauty Product Advertisements in Malaysia' is my original work. I have not copied from any other students' work or from any other sources except where due reference or acknowledgement is made explicitly in the text, nor has any part been written for me by another person.

31 MAY 2017

Date submitted



June Liaw Pei Hua (47129)

#### Supervisor's Declaration:

I, MS SITI MARINA BINTI KAMIL hereby certifies that the work ENDORSEMENT POWER: A MULTIMODAL ANALYSIS ON KOREAN BEAUTY PRODUCT ADVERTISEMENTS IN MALAYSIA was prepared by the above named student, and was submitted to the "FACULTY" as a \* partial/full fulfilment for the conferment of DEGREE OF BACHELOR OF ARTS WITH HONOURS (LINGUISTICS), and the aforementioned work, to the best of my knowledge, is the said student's work.

Received for examination by: \_\_\_\_\_  
(MS SITI MARINA BINTI KAMIL)

Date: \_\_\_\_\_

I declare that this project/thesis is classified as [Please tick (✓)]:

☐ CONFIDENTIAL (Contains confidential information under the Official Secret Act 1972)\*


☐ RESTRICTED (Contains restricted information as specified by the organization where the research was done)\*

☒ OPEN ACCESS

### Validation of project/thesis

I therefore duly affirm with free consent and willingly declare that this said Project/Thesis shall be placed officially in the Centre for Academic Information Services with the abiding interest and rights as follows:

- This Project/Thesis is the sole legal property of University Malaysia Sarawak (UNIMAS)
- The Centre for Academic Information Services has the lawful right to make copies for the purpose of academic and research only and not for other purposes.
- The Centre for Academic Information Services has the lawful right to digitalise the content for the Local Content Database.
- The Centre for Academic Information Services has the lawful right to make copies of the Project/Thesis for academic exchange between Higher Learning Institute.
- No disputes or any claims shall arise from the student or any third party on this Project/Thesis once it becomes the sole property of UNIMAS.
- This Project/Thesis or any material, data and information related to it shall not be distributed, published or disclosed to any party by the student except with UNIMAS permission.

Student's signature:   
Date: 31 MAY 2017

Supervisor's signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Current address:  
217 KHEE MOI GARDEN  
LORONG 7  
OFF POH KWONG PARK  
93150 KUCHING SARAWAK



## ACKNOWLEDGEMENT

First of all, I would like to thank God for giving me the opportunity to be able to do this final year project. Besides, I am very grateful to God for giving me a sane mind and good health that I am able to do this study as well as completing it.

Next, I would like to express my sincere gratitude to my supervisor, Ms Siti Marina for her continuous support and guidance throughout the journey of me doing this study. Without her guidance, I am sure to be a lost sheep drown with my confusion and ambivalence on how to actually analyse the advertisements.

Furthermore, I would like to spread my appreciation to my mother who gave me her moral support and for always treating me to my favourite coffee in Earthlings throughout my journey of accomplishing this final year project. It is because of my mother that I was able to burn the midnight oil to meet the deadline of this final year project.

Moreover, I would like to thank my supervisee mentee, Fong Jia Ling for supporting and being there for me especially during the presentation for our final year project. I will never forget the time we spend being nervous and stressed before our presentation. I would also like to thank my bestfriend, Jasmine Wee for always being there for me and listening to my rants whenever I was frustrated. Besides, thank you as well to my fellow friends, Chin Sin Wey, Ooi Shi Jing, Ng Zhi Wei and Shereen Ong for your endless support.

More than that, I would like to thank the respondents who allowed me to interview them to collect my data. Last but not least, I would like to thank myself for not giving up when life got too stressful. Those sleepless nights to finish this were worth it.

## **ABSTRACT**

This study entitled “Endorsement Power: A Multimodal Analysis on Korean Beauty Product Advertisements in Malaysia” aims in analysing the Korean beauty product advertisements and identifying the power of endorsement in the advertisements in the views of Korean beauty product consumers. Fifteen Korean beauty product advertisements were analysed using O’Toole’s (1994) framework to describe the representational functions by the modes of communication, and short interviews were held to investigate the power of endorsers in consumers’ purchase intention of the products. From the analysis, two modes of communication, static images and texts were found. All the advertisements has an image of the endorsers and most of it were K-Pop idols. The most dominant theme found in the advertisement is nature and most advertisements had an outdoor setting. All the advertisements had a goal in captivating the viewers’ attention with a few exceptions that had an additional goal of showing the product is based on natural ingredients. The written texts mostly showed the brand name and name of product. Data from the interviews showed that more consumers are attracted to the endorsers in the advertisements. This study can be extended via the use of other functions as stated in O’Toole’s (1994) framework.



## **ABSTRAK**

*Kajian bertajuk “Kuasa Endorsmen: Satu Analisis Multimodal Iklan Produk Kecantikan Korea di Malaysia” ini bertujuan untuk menganalisis iklan produk kecantikan Korea dan mengenal pasti kuasa endorsmen dalam iklan berdasarkan pandangan para pengguna produk kecantikan Korea. Sebanyak lima belas iklan produk kecantikan Korea dianalisis menggunakan rangka kerja O’Toole (1994) untuk memerihalkan fungsi representasi oleh mod yang wujud dalam mod komunikasi, dan temu bual ringkas telah diadakan untuk melihat sejauh mana kuasa endorsmen dalam niat pembelian pengguna produk kecantikan Korea terhadap produk. Hasil analisis mendapati dua mod komunikasi iaitu imej statik dan teks telah ditemui. Semua iklan mempunyai imej endorser dan kebanyakannya adalah idola K-Pop. Tema yang paling dominan dijumpai dalam iklan-iklan ialah tema alam semula jadi dan kebanyakan iklan menunjukkan persekitaran luar. Semua iklan mempunyai matlamat dalam menawan perhatian penonton dengan pengecualian beberapa iklan yang mempunyai matlamat tambahan iaitu menunjuk bahawa produk menggunakan bahan semula jadi. Tek-teks bertulis pula kebanyakan merujuk jenama dan nama produk. Data daripada temu bual menunjukkan bahawa lebih ramai pengguna tertarik kepada endorser dalam iklan. Kajian ini boleh digunakan sebagai batu loncatan untuk analisis lanjut mengenai fungsi-fungsi lain dalam rangka kerja O’Toole (1994).*

## **TABLE OF CONTENTS**

	<b>Page</b>
<b>DECLARATION OF ORIGINAL WORK</b>	ii
<b>ACKNOWLEDGEMENT</b>	iv
<b>ABSTRACT</b>	v
<b>ABSTRAK</b>	vi
<b>LIST OF TABLES</b>	xi
<b>LIST OF FIGURES</b>	xii
<b>LIST OF ABBREVIATIONS</b>	xiii
 <b>CHAPTER</b>	
<b>1 INTRODUCTION</b>	1
1.0 Introduction	1
1.1 Background of the study	1
1.1.1 Introduction to advertisements and Multimodal Analysis	1
1.1.2 The Korean Wave in Malaysia	3
1.2 Statement of the problem	5
1.3 Aim of study	6
1.4 Objectives and hypothesis of study	6



1.5 Operational definition of terms	7
1.5.1 Discourse Analysis (DA)	7
1.5.2 Critical Discourse Analysis (CDA)	7
1.5.3 Multimodal Discourse Analysis (MDA)	7
1.6 Significance of study	8
1.7 Scope of study	8
1.8 Summary	8
 <b>2 REVIEW OF LITERATURE</b>	 10
2.0 Introduction	10
2.1 Discourse Analysis (DA)	10
2.2 Critical Discourse Analysis (CDA)	11
2.3 Multimodal Discourse Analysis (MDA)	13
2.4 Theoretical Framework of Study	14
2.5 Endorsement power	17
2.6 Review of past research on multimodal analysis	18
2.7 Review of past research on endorsement power	23
2.8 Summary	27

<b>3</b>	<b>METHODOLOGY</b>	<b>29</b>
	3.0 Introduction	29
	3.1 Research design	29
	3.2 Selection of sample	30
	3.3 Instruments	32
	3.3.1 Semi-structured interview	32
	3.4 Data collection procedure	33
	3.5 Data analysis procedure	34
	3.6 Limitations of study	35
	3.7 Summary	36
<b>4</b>	<b>RESULTS AND DISCUSSION</b>	<b>37</b>
	4.0 Introduction	37
	4.1 Analysis of Korean beauty product advertisements	37
	4.2 Analysis on the interviews	63
	4.3 Summary	64
<b>5</b>	<b>CONCLUSION</b>	<b>65</b>
	5.0 Introduction	65



5.1 Summary of Study	65
----------------------	----

5.2 Implication of Study	68
--------------------------	----

5.3 Recommendations for Further Research	69
--	----

<b>REFERENCES</b>	70
-------------------	----

<b>APPENDICES</b>	80
-------------------	----

Transcriptions of Recordings	
------------------------------	--

## LIST OF TABLES

Table		Page
1	The metafunctional components in O'Toole's Framework	15
2	Functions and systems in painting	16
3	List of representational functions analysed	34
4	List of themes in the advertisements	57
5	List of characters in the advertisements	58
6	List of setting and event in the advertisements	59
7	List of goals in the advertisements	59
8	List of written texts in the advertisements	60
9	List of representational functions analysed	65



## LIST OF FIGURES

Figure		Page
1	Percentages of celebrity use by country, in descending order	18
2	Example of a sample of Korean beauty product advertisements	31
3	Advertisement 1	38
4	Advertisement 2	39
5	Advertisement 3	40
6	Advertisement 4	41
7	Advertisement 5	42
8	Advertisement 6	44
9	Advertisement 7	45
10	Advertisement 8	46
11	Advertisement 9	47
12	Advertisement 10	49
13	Advertisement 11	50
14	Advertisement 12	52
15	Advertisement 13	53
16	Advertisement 14	54
17	Advertisement 15	55
18	What attracts consumers in an advertisement	62

## LIST OF ABBREVIATIONS

DA	Discourse Analysis
CDA	Critical Discourse Analysis
MDA	Multimodal Discourse Analysis
ANOVA	Analysis of Variance
SPSS	Statistical Package for the Social Sciences



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 INTRODUCTION**

The first chapter is a discussion about the background of the study, aim and objectives of the study. It also includes the operational definitions of the terms used in the study, the significance and scope of the study.

#### **1.1 BACKGROUND OF STUDY**

##### **1.1.1 Introduction to Advertisements and Multimodal Analysis**

Advertisements are everywhere at this millennium age. It is found in shopping malls, schools, on the roadsides, in the subway stations, televisions as well as the internet. Seeing advertisements is no longer a new phenomenon. The use of advertisement is seen as an art of persuasion whereby awareness about the product or service being offered is concerned and its main goal is to persuade people to buy (ul-Hassan and Jamil, 2014).

According to Oxford Learner's Dictionaries, advertisement is defined as a notice, picture or film which tells people about a product, service or job. In an advertisement, images are usually accompanied by descriptive language or imperative to persuade readers to buy the product advertised (Verstergaard and Schröder, 1985). Over the past decade, the usage of advertisements in the market has increased tremendously due to stiff competition to attract potential customers.

In advertisements, the manufacturers, consumers and advertising agencies are the major stockholders. Advertisements are spread out through various mediums such as the internet, magazines, brochures or pamphlets, posters, television, radio and newspapers. Multiple mediums or modes were used in order for the advertisements to reach the target group effectively.

Cook (2001) pointed out that the use of advertisements can persuade, inform, influence, remind as well as change the opinions, emotions and attitudes of the viewers or readers. Cook (2001) believes that products are not only sold through the use of advertisements but the society's mindset is also influenced which makes them want to purchase the products advertised without the consideration of wanting or needing those products advertised. Cook (2001) also stated that advertisements give warnings or information to people. Thus, awareness can be created and identities and attitude can be constructed with the help of advertisements.

The term 'multimodality' was first adopted by the school which was inspired by the linguistics of Halliday, and then tools and methods for multimodal discourse analysis were developed (Bauldry and Thibault, 2006; Hodge and Kress, 1988; van Leeuwen, 2005, as cited in van Leeuwen and Kress, 2011). A multimodal analysis is an approach to analysis whereby visual and verbal means of communication are analysed (Young and Fitzgerald, 2006). In advertisements, there is an interplay between visual and the verbal modes of communication. Modes are the medium of communication which are used to convey different forms of a language. Forceville (2009) presented that modes include (1) written language; (2) spoken language; (3) static and moving images; (4) music; (5) non-verbal sound and (6) gestures. Various semiotic modes such as language, visuals, music, animation and so on are viewed by



multimodal discourse approach to be combined together whereby the meaning in communicative events or multimodal texts are multiplied (Li, 2016).

### **1.1.2 The Korean Wave in Malaysia**

According to Cho (2010), the Korean Wave which is also known as the 'Hallyu Wave' is believed to have hit the shores of Malaysia as early as in the year 2002 with the airing of the Korean drama *Winter Sonata* on television. In Malaysia, the Korean Wave has contributed to the enhancement of positive images of Korea which then increases the interest of Malaysians towards the society and culture of Korea; for example, the language and lifestyle (Cho, 2010). The Korean Wave has brought about a change to the way Malaysians think and live, as well as a change in the Malaysian society's economy by influencing their preference to purchase goods from South Korea (Cho, 2010).

In the 2000s, Korean popular music (commonly known as K-Pop) became a huge hit in South East Asia and in the Western countries in the later years (Leung, 2012). According to Deschenes (1998, as cited in Leung, 2012), "to be a fan of a type of music, one must identify, even if only partially, with the cultural models that characterize it". Fans of K-Pop were drawn to know more about the Korean culture with the influence of K-Pop and this shows the beginning of the addiction towards K-Pop and the K-Pop celebrities or idols.

After K-Pop, Korean beauty (K-Beauty) products came into the picture. Roll (2015) stated that Korea is believed to be the current model for Asian beauty by women from Southeast Asia and China from a survey conducted. Many Korean beauty products are renowned to have health benefits which became its leading selling feature (Roll, 2015). Korean beauty products have a reputation of being made using natural ingredients from flowers, tea leaves, sea kelp,



snail mucin, and even volcanic scoria from Jeju Island in order to differentiate the Korean beauty products from other beauty products from other countries especially the Western beauty products. Women from the Western countries preferred tanned skin whereas women from Asian countries opt for fair complexion with the help of whitening creams or cosmetic treatments (Roll, 2015).

Nowadays, in the advertisements to promote beauty products, beautiful people are recruited. The people recruited to promote the beauty products in the advertisements are known as endorsers. Brand endorsement as defined by Roll (2006), is a “persuasive communication strategy used by companies, by using a spokesperson to represent their products and services”. A connection can be established between a brand and the consumers by using celebrities to endorse the brand. Thus, the most prevalent advertising strategy in advertisements for Korean beauty products currently is the endorsement of Korean idols and celebrities.

Advertisements for Korean beauty products are mainly endorsed by celebrities especially popular idols from Korean boybands or girl groups. Prieler (2012), stated that K-Pop celebrities featured in more than half of the Korean commercials and advertisements compared to the usage of celebrities in advertisements in North America with an approximate of 10 percent of the time. Generally, people are attracted to people or things that are beautiful and pretty. It is a smart marketing ploy of using idol endorsements for beauty product brands. Fans – especially the female population – will be the main target for the brands endorsed by their favourite idols.

Although a majority of the consumers consist of the female population, the male population are as well part of the target consumers. Beauty product companies do not cater to only the females with the increase of usage of beauty products by males in the 21<sup>st</sup> century. Besides their endorsements, the daily use of beauty products by Korean male idols for their activities and performances daily shows that females are not the only consumers of the beauty products. According to Erdogan (1999, as cited in Gan, 2006), in order to differentiate products from competitors in saturated markets where is a clutter of heavy advertising and little place for differentiation between products in markets, an effective competitive strategy can be by endorsing a 'right' celebrity.

## **1.2 STATEMENT OF THE PROBLEM**

It is crucial to capture the readers' attention in the field of advertising. Thus, multimodal texts have been a norm in advertisements. In advertisements, images and words are utilised to create a bigger impact towards the readers. However, how does the images and words convey their meanings in the advertisements?

Furthermore, the use of celebrity endorser in advertisements has increased tremendously over the years which caused an influx in celebrity endorsements. Images of pretty and handsome celebrities are now commonly found in advertisements. Thus, the questions which drove this study is how is the message of the Korean beauty product advertisement communicated through the different modes used in the Korean beauty product advertisements; and are consumers of the Korean beauty products allured to purchase those beauty products due to the beauty products advertised or due to the celebrity endorser of those beauty products in the advertisements.



### **1.3 AIM OF STUDY**

The aim of the study is to analyse the Korean beauty product advertisements and to identify the power of endorsement in Korean beauty product advertisements in the views of Korean beauty product consumers.

### **1.4 OBJECTIVES AND HYPOTHESIS OF STUDY**

The study was based on finding answers to the following research objectives:

- i. To identify the modes of communication used in Korean beauty product advertisements
- ii. To describe the representational functions conveyed by the modes in the advertisements
- iii. To investigate the role or power of endorsers in consumers' decision-making process when purchasing the products

The hypothesis of study is that in choosing which Korean brand to purchase beauty products, the consumers tend to purchase the beauty products by the person or people endorsing the beauty products instead of the beauty products itself in the advertisements. No matter how creatively the texts are written in the advertisements, the public are more influenced by the images compared to the texts in the advertisements.



## **1.5 OPERATIONAL DEFINITION OF TERMS**

### **1.5.1 Discourse Analysis (DA)**

Stubbs (1983, as cited in Mohd Noor, 2016) referred discourse analysis as a study of the organization of language which is above the clause or sentence which is also known as larger linguistic units. Discourse analysis is regarded as an analysis of naturally occurring written and spoken discourse (Stubbs, 1983, as cited in Mohd Noor, 2016).

### **1.5.2 Critical Discourse Analysis (CDA)**

Critical Discourse Analysis, as it is commonly abbreviated as CDA is defined as an analytical discourse research in which social power abuse, dominance and inequality are studied on how they are enacted, resisted and reproduced in social and political context by text and talk (van Dijk, 2001). According to van Dijk (2001), a contrasting 'mode' or 'perspective' of theorizing, analysis and application offered throughout discourse studies is the aim of CDA.

### **1.5.3 Multimodal Discourse Analysis (MDA)**

Multimodal discourse analysis as defined by van Leeuwen and Kress (2011) is 'an analysis of multimodal texts or communicative events'. Multimodal discourse analysis is a study whereby the properties which are common and various communicative potentials of different modes are investigated and the way those different modes are used in communicative events and multimodal texts are analysed (van Leeuwen and Kress, 2011).

## **1.6 SIGNIFICANCE OF STUDY**

Advertisements are used to attract potential consumers' attention as well as to persuade them to purchase the products being advertised. This multimodal analysis on Korean beauty product advertisements would help potential consumers in perceiving the underlying meaning, ideology or message conveyed by the companies of the Korean beauty products.

Moreover, an analysis in product advertisements is significant as it can help advertisement designers in designing future advertisements which are able to convey the ideology or message of the product across to the consumers effectively. An effective advertisement has to be able to convey its message across to the consumers besides being catchy in order to leave an impression on the consumers so that the consumers are swayed to believe and purchase the products being advertised.

## **1.7 SCOPE OF STUDY**

This study is limited to analysing Korean beauty product advertisements. Only advertisements of Korean beauty products with English words will be analysed using O'Toole's framework for a multimodal analysis. An amount of 15 interviews will be held as well in shopping malls to investigate on the consumers' views regarding the Korean beauty product advertisements whether they are interested towards a certain Korean beauty product brand due to the products itself or due to the endorser of that specific brand shown in the advertisements.

## **1.8 SUMMARY**

This chapter consists of the background of the study, the problem statement, the aim of the study, and the objectives and hypothesis of the study. The operational definition of

discourse analysis, critical discourse analysis and multimodal discourse analysis is also included in this chapter. Furthermore, the significance and scope of the study is also presented in this chapter.

In the following chapter, the literature review on multimodal analysis and celebrity endorsement will be presented. The theoretical framework which will be used to analyse the Korean beauty product advertisements will also be presented in the next chapter. Discourse Analysis, Critical Discourse Analysis and Multimodal Discourse Analysis will also be reviewed more in-depth in Chapter 2.



## **CHAPTER TWO**

### **REVIEW OF LITERATURE**

#### **2.0 INTRODUCTION**

This chapter will present the literature review on past researches on multimodal analysis as well as celebrity endorsement in advertisements. Discourse Analysis, Critical Discourse Analysis and Multimodal Discourse Analysis will also be discussed in this chapter.

#### **2.1 DISCOURSE ANALYSIS (DA)**

In discourse analysis, there is no restriction of the language in use analysed to the description of linguistic forms which are independent to the purposes or functions in which those forms were designed to serve in human affairs (Fasold, 1990: 65 as cited in Jaworski and Coupland, 2006). Fairclough (1989: 11) described discourse analysis as a new 'cross-discipline' which has been contributed by many established disciplines such as linguistics, anthropology, sociology, cognitive psychology and others. Brown and Yule (1983) described discourse analysis as an "analysis of language in use". An investigation of what a language is used for is focussed by discourse analyst while the determination of the formal properties of a language is focussed by some linguists (Brown and Yule, 1983). Taylor (2013) defined discourse analysis as a close study of language and the usage of language as evidence of society and social life aspects. Investigations of the details on how children acquire competence in language use as well as how that competence is linked to identity and social difference, are included in discourse analytic research (Taylor, 2013). According to Potter (1997, as cited in Bryman, 2012), discourse analysis emphasized on the ways of production of versions of the world, inner psychological worlds, society and events in discourse. In discourse analysis,